Planning Report Promotion Plan

MARLBORO PROMOTION PROCESS		AUGUST					SEPTEMBER				OCTOBER					NOVEMBER				DECEMBER				JANUARY				
RESPONSIBILITY	TASK	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30
AGENCY	**CREATIVE**																											
Brand/Promotion	Creative Brief	X																										
	Comp Dev. Package/Incentive	X	X	X					Technical Consultation																			
	A&K Package/Incentive				X	→	→	→																				
	Comp Dev. POS		X	→	→																							
	A&K POS				X	→	→	→																				
	Legal							X																				
	DDCP/Disk Tape																											
MADDEN	**POS PRODUCTION**																											
	PMX Delivery Schedule	X																										
	Blank Design		→	→	→	→	→																					
	Blues/Color Proof Press Proof								→	→	→	→	→	→														
	Purchase req.																											
	Legal Signoff Printing PO							X	→	→	→																	
R. HUCKFELDT	**LOGISTICS**																											
	Delivery Method																											
	Kitting Instructions																											
	Tranport/PMX Tracking Report																											
D. FERRY	**INCENTIVE PROCUREMENT**																											
	Item Selection	X	X	X	X	X	X																					
	Item Approval						XX																					
sample to packaging →	Prepare Bid Specs/Quantities						XX	XX																				
	Issue Bid								XX	XX																		
	Receive Bids									—	—																	
	Issue PO											XX	XX															
	Review Pre-Production Sample												X		X	X	X											
	Incentive Production													X	X	X	X	→	→	→	→	→	→	→	→	→	→	→
	Tracking Schedule To Packager																											
M. SCHUMANN	**PRINT PACKAGING**																											
3 samples/design	Blank Approval			X				X	→	→																		
	Prepare Bid Specs/Quantities							X					X	XX														
	Issue Bid													XX														
	Receive Bids														XX													
	Issue PO															→	→	→	→									
	Review Pre-Production Sample																		→	X	X							
	Package Printing																					→	X	X				
	Tracking Schedule To Packager																											

Legal

If it is standard, has been used before

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Source: https://www.industrydocuments.ucsf.edu/docs/lzfn0004

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M. SCHUMANN	**PACKAGE ASSEMBLY**																											
	Prepare Bid Specs/Quantities												XX															
	Issue Bid													XX														
	Receive Bids														XX													
	Issue PO																→											
	~~Review Pre-Production Sample~~																											
	Package Incentives																	X	→									→
	Tracking Schedule To PMX																											
J. MANSMANN	**SALES COMMUNICATION**																											
	Finalize Promotion Elements																											
	PMW Entry																											
	Promotion Clearance																											
	Prepare Fact Sheet																											
	Prepare Sell Card																											

Coll/Bstrm logistics

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